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***IGNITION, INC. EXPANDS WEST COAST PRESENCE WITH  
MERGER OF LOS ANGELES-BASED *MARKETING FACTORY, INC.****

**ATLANTA** – As part of a company strategy that will expand and enhance its domestic U.S. and West Coast presence, *ignition*, Inc., ([www.ignition-inc.com](http://www.ignition-inc.com)) the world's premier experiential marketing firm, announced today through Mark "Dill" Driscoll, chairman of *ignition*, that it has merged the assets of Marketing Factory, Inc. (MFI), of Venice, Calif., with the *ignition* team. The relationship took effect October 3, 2005.

Marketing Factory, Inc. designs entertainment properties and media promotions to create interactive, entertaining, informative customer experiences, as well as strategic branding services. Marketing Factory, Inc. has been responsible for creating and producing the Honda Civic Tour for the past five years. Its clients have also included Acura, Hard Rock Hotel and Casino, Spin Magazine, Microsoft Xbox, PlayStation, Alpine Mobile Electronics, Yahoo!, and other American Honda Motor Co., Inc. entertainment properties.

*ignition's* experiential marketing successes this year include the recent Live 8 concerts, the launch of Coke Zero, the Dukes of Hazzard General Lee Tour, Vodafone Race Track at Formula One (races and other activations), the Indy Racing League Fan Experience and Green Flag Tour, Sony Flash Concerts, eBay/USPS small business educational program, and Anime Fusion Tour. This winter, *ignition* will conduct the Olympic Torch Relay and Global FIFA World Cup Trophy Tour. *ignition* is also the experiential marketing agency of record for Delta Airlines.

"It's a privilege to join Dill, Susan [Driscoll], Kevin [Wall] and the great people at *ignition* as they further position the company as the world's premier experiential marketing firm," said Rob Tonkin, CEO of Marketing Factory, Inc., who will now manage *ignition's* Los Angeles office. "We're together for the benefit of all our clients, and I expect the combined value we provide will only strengthen those relationships."

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“The addition of Marketing Factory’s assets provides *ignition* with an important west coast presence that complements our other domestic offices,” said Mark Driscoll.

“This transaction is also about our working closely with Rob [Tonkin] to enhance our service to existing and prospective clients. Rob’s experience managing artist relationships and garnering talent is one of many assets he brings to *ignition* and its clients, but more importantly, because at *ignition* we are all about people and the human interactive experience, Rob is a true *ignitor* and will carry our culture and passion to the west coast.”

“We are impressed by the branded properties developed by MFI under Rob Tonkin’s leadership,” said Kevin Wall, *ignition*’s vice chairman and the founder and CEO of Network Live. “Rob and his L.A. team have a well-deserved reputation for delivering excellent results. Now, those talents will benefit *ignition*’s clients on the west coast and throughout the world.

*ignition*, Inc., an experiential marketing firm established in 1997, creates unforgettable branded experiences through multi-sensory communications, strategic marketing innovation, and programming solutions that develop lasting, emotional consumer connections. The company’s focus is on delivering highly-targeted, relevant branded messaging via one-to-one and one-to-few human interaction – against a backdrop of increasing media and message saturation. *ignition* has an abiding belief in the power of the human touch – in its power to develop deep emotional bonds between consumer target and brand. The company is headquartered in Atlanta, Ga., and is privately owned by Susan and Mark “Dill” Driscoll and Kevin Wall. Dill Driscoll is a pioneer in experiential marketing, having developed innovative strategies and programming for more than 30 years. Kevin Wall is a pioneer in the areas of digital media and entertainment rights and was the Executive Producer of Live 8. *ignition* has additional offices in Los Angeles, New York, London, Berlin and Torino, Italy with 65 full-time employees, a global network of ignitors that includes thousands of part-time employees, plus additional project and contract partners throughout the world. Its client list includes marketplace leaders and innovators, such as The Coca-Cola Company, Delta Airlines, Vodafone, FIFA, ESPN The Magazine, Indy Racing League, Sony Pictures Digital, Warner Bros., American Honda Motor Co., Inc., Pioneer, Geneon, Embraer, ConAgra Foods, AOL, eBay, Blockbuster, Rhino Linings and TBS.